

CALIFORNIA CHILDREN & FAMILIES COMMISSION

Thursday, April 19, 2001
California Community Colleges
1102 Q Street, 3rd Floor
Board Room
Sacramento, CA 95814

I. Call to Order.

The meeting was called to order by Chair Reiner at 8:30 a.m.

II. Roll Call.

Present were Commissioners Kim Belshé, Sandra Gutierrez, Susan Lacey, Louis Vismara, Ed Melia, Theresa Garcia and Chairman Reiner.

III. Approval of Minutes, February 15, 2001 State Commission Meeting.

MOTION: Chair Reiner moved, seconded by Commissioner Belshé to approve the March 15, 2001 minutes. The motion passed unanimously.

IV. Chairman's Report

Chairman Reiner introduced Michael Neff, the most recent addition to the Commission and acknowledged his contribution to the advertising and public relations RFP processes. Michael is involved in public relations. Chair Reiner reported that there is an opening for a seventh member of the Commission. Chairman Reiner reported that there will be a press event in July held in Las Angeles surrounding the launch of the Kit for New Parents. Chairman Reiner reported that he attended an Early Steps to Reading Success site in Canoga Park.

V. Executive Director's Report

Jane Henderson provided an update on the public opinion survey. The RFP was released on March 26th. The contractor will be in place by the end of May and a preliminary report by the end of November.

Jane Henderson announced that Rogers and Associates has been awarded the 3 year \$36,000,000 public relations contract.

Jane Henderson provided an update on the Inclusion project. Copies of the concept paper have been sent out to the county commissions. Feedback is still being received and a consensus being developed.

Jane Henderson requested guidance with respect to the role of the Commission in participating in resolutions, proclamations and other public documents. The Commission was recently asked to cosponsor a proclamation with the Governor recognizing May 3rd as World Asthma day. Jane Henderson was given authority sign such proclamations that in her judgment are consistent with the Commission's mission.

VI. County Commission Executive Director's Report

Dorinda Ohnstad reported that there was no Association meeting this month. The executive committee had a meeting with Jane Henderson and staff. The meeting addressed the School Readiness Initiative.

Sal Castillo of Monterey County Children and Families Commission presented a resolution acknowledging the excellent work of Dr. Patricia Skelton.

VII. Annual Calendar for Budget Development

This item was deferred for discussion in conjunction with item IX.

VIII. Support for Website Development for County Commissions

Anthony Souza presented this item. The proposal requests that up to \$150,000 be approved for the procurement of contracted website development and maintenance services to assist CCFC staff in the provision of website related technical assistance to the County Commissions. CCFC would utilize this funding and either the State of California Master Services Agreement or the California Multiple Award Schedule to enter into a time and materials based long-term contract with an Information Technology vendor to assist CCFC staff during peak workload times and when specialized services are required.

MOTION: Commissioner Gutierrez moved, seconded by Commissioner Lacey to approve \$150,000 for the procurement of contracted website development and maintenance services to assist CCFC staff in the provision of website related technical assistance to the County Commissions. The motion passed unanimously.

IX. Positive Outcomes for Children with Disabilities and Other Special Needs

Staff introduced for approval a \$300,000 proposal to develop a plan identifying strategic activities for the State Commission to undertake to promote positive outcomes for children with disabilities and other special needs. The potential contractor has also identified an additional component in the scope of work, which is to provide consulting services to the State Commission, Advisory Committee on Diversity and staff.

The contractor will convene a stakeholder group of around 50 people. Recommendations from this group will come to the Commission after being presented to the Diversity Committee.

MOTION: Commissioner Gutierrez moved, seconded by Commissioner Vismara to approve the \$300,000 proposal from Sonoma State University to develop a plan identifying strategic activities for the State Commission to undertake to promote positive outcomes for children with disabilities and other special needs. The motion passed unanimously.

Public Comment

Unidentified speaker stated that there are two statewide initiatives on working with children with special needs. The first is the initiative funded by the State Commission and the second is the stakeholders group, the Map to Inclusive Childcare. The speaker asked if these would be combined in any way. Staff reported that there would be some coordination.

X Four County Rural Oral Health Project

This proposal is submitted for approval of \$40,000 for continuation of the four county Oral Health Project. During the February 2000 meeting the counties made a presentation to the Commission describing progress to date and this funding request.

The Four County Oral Health Project is an effort to improve oral health care for children 0-5 years old in Modoc, Lassen, Plumas and Sierra Counties by developing a more comprehensive system of oral health promotion and care in the region. After a preliminary organizational period, a coalition is now ready to enter a strategic planning phase and prepare for project implementation.

This request is for \$40,000 to contract with one or more subcontractors for the period of May 1, 2001 to April 30, 2002 and to produce a resource manual for other counties. These funds will be used for expert consultation services to assist the coalition in strategic planning, developing proposal(s), securing adequate funding, and providing

resource materials for others contemplating a similar project.

Staff recommends allocation of this continuation funding. The planning process and implementation steps will be documented to inform other county coalitions working on a similar project. It is recommended that no additional projects of this nature be funded until the conclusion of this Four County Oral Health Project at which time the Commission can assess the results of the project and alignment with Commission priorities.

Chair Reiner asked if there was any way this would integrate with another program. Laura Roberts, Lassen County, stated that there will be integration with other programs.

Commissioner Vismara raised questions regarding fluoridation and child abuse detection. Roberts informed the Commission that these issues will be considered.

MOTION: Chair Reiner moved, seconded by Commissioner Lacey to approve \$40,000 for continuation of the four county Oral Health Project. The motion passed unanimously.

XI. Early Steps to Reading Success

A two-year extension to the Early Steps to Reading Success project. This extension will enable the project to build on the success of its first year, substantially increase the number of early childhood staff and parents across the state that will receive training in early literacy, and develop strong local infrastructures that will sustain early literacy efforts at the conclusion of the project. A recent study of kindergartners illustrates the importance of early education for later performance in school more clearly than ever before. There is strong evidence that the majority of reading problems can be prevented if parents and teachers of young children provided environments, activities and learning experiences, which foster early literacy. *Building Strong Foundations for Early Learning*, U.S. Department of Education, November 2000.

This request is to extend the existing contract for two years and augment funding by \$10,000,000 for the period of July 1, 2001 to June 30, 2003. These funds will be used to continue to recruit participants to enroll in the live broadcasting of the HeadsUp Reading course, broadcast at up to 500 sites in California, potentially reaching over 8000 teachers and child care providers and 80,000 parents; and to provide for simultaneous translation of the course into Spanish, including course materials.

This item is being presented this month for action in order to have sufficient time to recruit for participation in Year Two. Program staff must begin this task as soon as possible and without interruption. Job recruitment and retention in early education in California is a major issue. Not only is it serious at the practitioner level, but also for agencies and organizations where staff members were hired as temporary employees due to the original one-year funding allocation. If currently trained staff has to be terminated

or leaves due to the temporary nature of the appointments, it is very likely that the would not be available for rehire. Termination of trained staff would set the program back tremendously as extensive time and resources have been spent to train employees and to put an infrastructure in place. It would take a considerable amount of time to recruit and bring new employees up to speed. Additionally, county support for this program continues to grow, and many classes are oversubscribed. This program is strongly aligned with the Commission's overarching goal of school readiness.

A brief discussion on the topic of budget followed.

Commissioner Hill-Scott suggested a timetable for evaluation be created. Staff stated that a preliminary evaluation design is expected in 4 to 6 weeks.

Commissioner Gutierrez expressed concerns over the Spanish simulcast.

Public Comment

Gene Lucas commented that none of the language programs approach learning to read in an appropriate fashion.

Tresia Filby spoke in support of the Early Steps to Reading program.

Victor Renortas spoke in support of the Early Steps to Reading program.

Pam Shaw urged the Commission to use existing documents in reading rather than create new ones.

Ingrid Anderson spoke in support of Early Steps to Reading.

MOTION: Chair Reiner moved, seconded by Commissioner Lacey to approve \$10,000,000 to continue the Early Steps to Reading Success Project for the period of July 1, 2001 to June 30, 2003. The motion passed unanimously.

XII. Legislative Items

AB 1239 (Alquist) would create a voluntary pediatric literacy program for non-profit pediatric clinics. It would establish a matching grant program to be used to purchase age and culturally appropriate books to distribute free of charge to clinic patients from birth to five years of age. Under the matching grant program, the clinic would provide \$1 for each \$2 awarded by the California Department of Education (CDE).

SB 933 (Figueroa and several co-authors) would rename Child Care and Development Services, the "Early Care and Education Act", would establish and/or strengthen the educational curriculum at infant, toddler, preschool, and school age centers, and would

increase and restructure the reimbursement rate for expansion of state-subsidized centers and a one-time 25% cost-of-living adjustment (COLA).

AB 1539 (Pavley) would require the transfer of a child's records, including preschool or infant or toddler program records, when the child transfers to a public school. It would require, only with parental permission, the transfer of information to, and the coordination between, state-supported preschools and the public school.

SB 1096 (Ortiz) is a two-year bill, that would expand (from birth to two years, to birth to four years) the ages of infants and toddlers who are eligible to receive early intervention services under the California Early Intervention Services Act, administered by the State Department of Developmental Services. Additionally, the bill would change, from permissive to mandatory, a regional center's consideration of evaluations and tests in determining whether an individual meets the definition of "developmental disability."

Ms. Patti Huston and Kelly Hicks provided updates on these legislative items. Ms. Huston explained that full bill analyses and recommended positions have been prepared on AB1239 and SB993. AB1239 will establish the California Reach Out and Read literacy program, which creates a two to one matching grant program for non-profit pediatric clinics. She informed the Commission that the bill allows the CDE to give grants to non-profit pediatric clinics to apply for age and culturally appropriate books and materials, that it requires CDE to consult with an Advisory Committee and to contract for an evaluation of the effectiveness of the program. Ms. Hicks said the bill appropriates one and one half million dollars a year for five years for the program and recommended a support position to the Commission.

MOTION: Chair Reiner moved, seconded by Commissioner Belshe to support this bill. The motion passed unanimously.

Ms. Kelly Hicks stated that SB 993 requires of all State Contracted Centers that certain curriculum requirements are implemented. Other requirements stated were that staff is to possess specific qualifications in certain areas, requirements for training of teachers and a requirement for the Superintendent of Public Instruction to only renew funding for those centers that have a curriculum implemented. Ms. Hicks said the bill increases the reimbursement rate to \$33.22 per child day of enrollment and also provides an eleven percent cost of living adjustment with a total appropriation of approximately one hundred fifteen million dollars. Ms. Hicks suggested a watch position on this bill.

MOTION: Commissioner Hill-Scott moved, seconded by Commissioner Lacey to support this bill. The motion passed unanimously.

Public Comment

Ms. Tucker addressed the issue of losing teachers due to extremely low wages.

Ms. Meda commented on the high quality programs for low-income children present in the bill.

Patti Huston stated that AB1539 addresses the need for records from a child's pre-school to be transferred to the child's elementary school. She explained that the bill, as introduced, does not address the format for reporting or what would be included on the form and that there is no funding in the bill. She stated that the bill did pass its first policy Committee and that she would bring it back to the Commission at a later date to ask for a position.

Ms. Huston stated that SB 1096 deals with early intervention services for infants and toddlers with the intent of the bill to raise from two years to four years the ages of children to be eligible for these services from the Department of Developmental Services. She explained that the cost of the bill is estimated at twenty-five million dollars and Senator Ortiz decided not to pursue the bill this year in light of the general fund situation.

Ms. Huston provided a brief update on AB 734 and AB 735 in which she stated that AB 734 had passed through policy and fiscal Committees on the assembly side. She said that AB735 deals with conflict of interest and will allow community members who are members of County Commissions to recuse themselves from participating in voting on contracts that may benefit themselves or the entity that they represent. She also explained that this bill will be heard for the first time on May 2.

XIII. Advisory Committee on Diversity

Dr. Louis Vismara discussed the latest efforts of the Advisory Committee on Diversity. Dr. Vismara explained that the Advisory Committee on Diversity and Disabilities had met in Sacramento on March 29 and that the main focus of the meeting was to have a rich discussion in terms of the tenets that are being proposed. He stated that it was evident that there is a tremendous amount of talent, participation, commitment and passion in all of the Committee members. During the meeting itself there was a wide variety of opinions, many issues were addressed, and it will be a great opportunity to harness the expertise, constituency and advocacy of these individuals which could be melded into policy that will be applicable to the greater work of the Commission. Dr. Vismara discussed the goals for the April 30 and May 1st Advisory Committee on Diversity "retreat" in Los Angeles, which are as follows:

To affirm the Committee's mission, purpose, role, and mandate.
To gain a deeper understanding as to how the Committee is positioned in relation to the State Commission, County Commission and other stakeholder constituencies and interest groups.
To clarify the vision, principles and beliefs that will guide the work of the Committee.
To review the accomplishments to date and identify the challenges and opportunities that may impact the Committee's ability to fulfill its mission with particular focus on school readiness.
To agree to develop concrete goals and results relative to the school readiness concept using the diversity tenets as a working framework.

Commissioner Sandra Gutierrez provided the second part of the report on the work of the Diversity Committee. She stated that a conference was sponsored at the California Policymakers Institute on health, race, poverty and California's future, the purpose being to develop specific policy recommendations to address health disparities in California, and to make the link between health and educational success. Commissioner Gutierrez said there will be hearings held on health disparities in California that will be organized by Senator Ortiz and also Lt. Governor Bustamante is discussing forthcoming legislation based on some of the recommendations made at the conference.

XIV Master Plan for Education, School Readiness Component

Commissioner Karen Hill-Scott reported on the first meeting and the next steps of the school readiness workgroup for the education Master Plan. She stated that the workgroup met in March and it was a very productive and positive meeting. Some of the milestone accomplishments were as follows:

Adoption of guiding principles for the Master Plan.

Identification of the target age group as 0 - 8 years old.

Identification of research in need of review and research that needs to be done.

Drafted preliminary table of contents for the Master Plan.

Defined the agenda for the next meeting.

Commissioner Belshe asked Commissioner Hill-Scott to speak on the table of contents for the Master Plan. Commissioner Hill-Scott responded that their consultant proposed two models for the table of contents. She explained that first model was chronological and detailed some examples of the chronological elements. The second model was characterized as a policy model and examples of its elements were given. Ms. Hill Scott stated that the final table of contents will begin with what the State needs to do, it will

probably contain a demographic case statement and it will contain policy dimensions. Ms. Judy Stucki said there is a meeting in May set up for all the Chairpersons of each workgroup to meet to talk about cross cutting issues and unifying themes that should come out in the Master Plan as a whole.

XV School Readiness Initiative

Ms. Teresa Garcia stated that the Advisory Committee met. She said overall they were very supportive of the concept and gave feedback on the paper including ideas on how to make it stronger. The meeting was structured so that feedback on the concept paper could be obtained and put before the task force. The feedback will be taken back to the task force possibly after the May Revision of the state budget. Dr. Jane Henderson pointed out the challenge to keep the various efforts such as the work of the Advisory Committee on Diversity and Disabilities, workgroup on the Master Plan as well as the task force and County Commissions connected and together. She said the public education, outreach, relation and media campaigns must be linked up as well. Dr. Henderson stated that everything is coming together and focusing around school readiness. Dr. Henderson explained that the three County Commissioners and their Executive Directors that were on the task force of April 3rd met and came to agreement on a number of issues some of which follows:

Focus is on low performing schools.

This is a partnership effort between the State Commission the County commissions and local school districts.

There will be some sort of match.

It will be based on an application process.

Dr. Henderson described a policy discussion with the Executive Committee of the Association, which included the importance of language, literacy and the demographics of the State. A small contract with UCLA is being implemented for UCLA to do preliminary work with the County Commissions regarding technical assistance in developing the School Readiness initiative. Dr. Henderson explained circumstances that drive the time line to put out an RFA.

Commissioner Vismara inquired if the strategic plans and policies developed at the state level will be woven into the initial documents of the school readiness component of the master plan. Ms. Nahat explained that in concept they are already there, because the definition was adopted and the major five essential domains have been identified. There is some flexibility and all the elements will be included in a comprehensive way at the local level. Commissioner Melia added that Safe from the Start and School Readiness are one and the same and stressed the necessity of collaborative effort to ultimately change the legislative base in order not to get stuck in the failed categorical approaches to service with regard to the complex problems that families face, but to instead to a more integrated approach.

Public Comment

Gloria Wyeth from the Sierra County Commission listed the following concerns her commission had in response to the discussion paper:

- The academic assessment. There should be more emphasis on family interaction in nurturing children.
- Perceived competition between Family Resource Centers and Readiness Centers.
- Low parent education levels and lack of enrichment opportunities, but normal reading levels do not afford an opportunity for aid in this categories. Maybe new indicators should be added.

She suggested that the Discussion Paper be made more clear. Chairman Reiner explained the reason behind the phraseology was to be able to access general funds; however, discussing this with the constituents requires a different language.

XVI Closed Session: Discussion and Status Report from Legal Counsel regarding pending Litigation:

1) California Association of Retail Tobacconists, Inc. et al. v State of California, Board of Equalization of the State of California, California Children and Families First Commission and Kathleen Connell, as Controller of the State of California, San Diego County Superior Court Case No. 732079; Government par. 11126(e)(1) and 11126(e)(2)(A).

2) Cigarettes Cheaper! And The Customer Company v. Board of Equalization of the State of California, Kathleen Connell, as Controller of the State of California, and the California Children and Families First Commission, San Diego County Superior Court Case No. GIC743506; Government Code par.11126(3)(1) and 11126(e)(2)(A).

3) McLane/Suneast v. The Board of Equalization and the State of California, San Diego County Superior Court Case No. GIC743505; Government Code par. 11126(e)(1) and 11126(e)(2)(A).

XVII Public Education Media Research Presentation

Kristina Schake introduced Roy Behr, partner of GMMB, the advertising consultant who provided the Commission with details of the findings resulting from a research process conducted for the Commission by Peter Hart Research, a national research firm experienced in the education field. The purpose of the research was threefold: (1) to establish benchmarks, (2) focus groups in various languages, and (3) ad testing. The following key findings of English speaking populations were made:

- Raising self confident and emotionally secure children was higher on the list than education.
Educational goals for children directly linked to parents' educational level
- Uneasiness with goals of success in school or academic achievement - low goal
- School readiness has wide range of meaning - not seen as reference to learning
- Parents are aware of early childhood impact - areas of emotional and moral development. Parents want more information on intellectual development.
- Gender differences - men for moral and intellectual development, women for emotional development.
- Parents understand intuitively importance of reading and interacting with kids, but not real understanding of connection.
- Significant amount of TV watching over reading time - some awareness of Problem.
- Childcare - most people believe it is better if parent stays home with child than childcare. Message needs to be carefully couched.
- Good understanding and awareness of risks associated with smoking by and around pregnant women.
- Smoking during pregnancy was ceased by only half of the female smokers.
- Negative cause and effect messages about smoking are more effective than positive ones.
- The slogan *your choices shape their chances* was clearly understood.
- Target population should be new and expectant parents.
- Helpful to receive reminders regarding correct parental behavior.

Mr. Behr continued his presentation with details regarding the development strategies and concepts for the new ads. Input from the Commission, the staff, experts, stakeholders is invited. Before airing the ads they will be tested. In the interim last year's ads are being run for the next couple of months.

A discussion followed on the credibility of the Commission's message. Mr. Behr indicated that the name of the sponsoring entity to California Partnership for Children and Families tested to be most effective. He also stated that there seems to be resistance to the idea of pressuring children to achieve success in school. Most parents want their children to do the best they can in school. Most parents also do not understand the linkage between the emotional connection with the child and the child's ultimate better performance in school. A discussion on this subject followed.

Responding to Commissioner Belshe's inquiry into what is going to be happening in the next phase with regard to the State Commission's goal substantively, Mr. Behr explained that this involved meshing three different influences. One, what are the goals of the Commission, both broadly and in terms of specific behavioral changes. Second, what do the policy experts and the stakeholders say would be the most effective things that parents could do. Third, what does the research say would be the most effective issue the Commission could tell the parents. Taking all this together, what is high on all three lists

needs to be addressed. There will be many more discussions with the Commission with regard what elements of the school readiness are the highest priorities to the Commission. Ms. Schake requested the help of two Commissioners in this endeavor. Chairman Reiner and Commissioner Belshe volunteered.

XVIII Kit for New Parents.

Nicole Kasabian presented the proposal for the development of the pilot test and a plan for statewide distribution and implementation of the Kit for New Parents. She gave a brief overview of past efforts of the pilot test. The key results were that 89% of mothers and 54% of their partners had used some portion of the kit within a six-week period. 94% of the parents who had actually reviewed the information in the kit found it helpful. Additionally, 48% of the women surveyed said that they had changed their thinking or behavior because of the kit. Providers showed enthusiasm for the kit as it enhanced their work. The goal is to reach the parents of all the 500,000 new births in California annually. The kit provides an opportunity to be one of the most far reaching grassroots public education efforts that Prop 10 undertakes. It will also meet one of the requirements in the Children and Families Act to provide parenting education.

Ms. Kasabian next discussed the contents of the kit and possible additions. The effective distribution of the kit is very complicated. She described the many issues and logistical challenges in this regard. The proposed plan for implementation and distribution is through partnering with the county commissions, benefiting from their knowledge of their unique communities. Additionally, partnerships with any state programs that have a local reach would be beneficial in order to help fill in the gaps. The delivery system should be streamlined, alleviating as much as possible administrative burdens from the county commissions. The most logistical and cost-efficient centralized fulfillment system will have a centralized clearing house that will produce the kits and will be able to customize the kits as an option for any county commission that is distributing, such as adding premium items that are branded for that county commission. Options of proposed shipping details were provided. Kits will also be available through the 800 number. With regard to the evaluation component Ms. Kasabian explained that an evaluation plan will be presented at a later time. There was a discussion about possible future partners in this program.

With regard to distribution Commission Hill-Scott inquired if, in the work with the county commissions, guidelines will be developed about optimum placement for the product fulfillment. Ms. Kasabian explained that what was learned in the pilot program will be utilized, such as sharing anecdotal stories and finding forums to share information with other county commissions about what they found. The pilot test indicated that hospital, home visitation, prenatal clinic distribution of the kit were all highly effective, some more than others. A discussion followed on this subject, as well as on the use of the 800 number in this regard.

Ms. Kasabian listed the benefits the county commissions will derive from distributing the kits and their responsibilities in connection with the distribution of the kit. A discussion ensued about the expected number of births in the first, second and following years in relation to receiving the kit by new parents.

Linda Neuhauser of UC Berkeley spoke to the design of the evaluation element for the pilot test for the Wellness Guide.

Ms. Kasabian continued with details on a survey held among the county commissions regarding their interest in serving as the local lead for the distribution of the kit. The result was that 49 county commissions indicated a willingness to participate in the program, 8 did not respond, and 2 indicated they wanted to wait a little while. This means that 96% want to participate. She further discussed planned changes in the brochures and the videos that will be included in the kit. Federal funding has been obtained for part of the kit in the amount of \$2.5 million. This will include insertion of a one page application for Healthy Families Medical in the kit.

Ms. Kasabian listed the phase I accomplishments, including the marketing plans. The next phase will be the implementation of the statewide partnership of the Kit for New Parents. This will consist of the kit announcement and implementation of the distribution. In concert with this the evaluation will be launched. Plans will be developed to expand the audience and reach of the kit for Phase III. Language issues with the kit will be addressed with the help of the Diversity Committee. Phase III will include widening of the distribution of the kit.

Ms. Kasabian referred to outstanding issues and discussed the administrative burden on county commissions for their role in partnering on the kit. She recommended providing a minimum number of kits to each county commission. She suggested 250 to 500 would be adequate. Better targeting for the distribution of the kits was also discussed. A more complete evaluation design will be brought to the Commission for approval. The cost for production, shipping, fulfillment, training, statewide evaluation for a two-year program would be \$20.7 million. This figure does not include the federal funding. Chairman Reiner indicated that the California Endowment has promised to fund a video specifically for children with disabilities and special needs. That video will be made available. The March of Dimes is developing a video on prenatal care, which is something worth thinking about down the road. He suggested that a video be produced especially for fathers.

With regard to the video on discipline no direction was given as yet. Ms. Kasabian indicated that the video received much positive appreciation by various groups and stakeholders. It was decided to resend the discipline video out to the Commissioners for their comments at the next Commission meeting.

Public Comment

Brenda Blasingame, Executive Director from Contra Costa County noted that the Kit for New Parents is a wonderful resource and asset to have in the community. She explained how the commission evaluated the kit. It was found that the distribution plan contained some key pieces that were not going to work in Contra Costa County with regard to duplication. The formal position voted on at the last commission meeting was to oppose the distribution plan as it is. She explained the reasons for this position and how she was working on finding a way for Contra Costa County to be the distributor and meet the needs of the community in having not two things going out in the community, but one. She was optimistic that something will be worked out. Contra Costa currently distributes a bag and would like to continue to do so instead of using a box. Chairman Reiner agreed that the contents of the box could be inserted into the bag and distributed as such. Ms. Blasingame appreciated the compromise.

Sal Castillo of Monterey County noted the importance of the contents of the box. He also expressed interest in a possible video on fatherhood.

VII Annual Calendar for Budget Development **XIX Preparation of CCFC's Budget.**

Joe Munso referred to the budget development calendar, particularly the “bubble” (revenues accrued since the start of the Prop 10) estimated to be around \$225 million towards school readiness. A brief history of this fund was given. He asked for an assessment from the Commission as to the issues that the projects represent, as to their level of priority in comparison to each other; high, medium or low. He then provided context before moving into the priorities as something to keep in mind as the Legislature begins to look at the Governor’s budget in the May revise. The energy crisis has produced an issue in terms of available funds to fund programs. The slowing of the economy is beginning to affect sales tax as well as capital gain stock option income, which represents one fifth of state revenues. People will be looking at Prop 10 as a source of funds, although this cannot be compromised. At the next meeting the Commissioners’ priorities will be laid out and a consensus will be reached in the meeting of what the priorities are, how much money can be spent on those and discuss what other options are available associated with those projects. In June and July the proposed budget for the next couple of years will be presented. He recommended holding the decision on the budget calendar until the May meeting.

A general discussion followed on the list of items to be prioritized. Mr. Munso explained the reasons behind the delay in the immunization registry project in response to a query by Commissioner Belshe.

Mickie Ritchie, the intergovernmental liaison in the Director's Office at DHS spoke in regards to the funding of immunization the statewide registry, there were hurdles. She explained the difficulties and apologized for not having kept the Commission up to date in this regard.

Chairman Reiner pointed out that the Commission has to decide which projects to fund out of a total of \$331 million projected and only \$215 million being available. Commissioner Belshe asked for feedback with regard to what the experience has been with certain projects in order to make sure that certain projects will be continued.

Mr. Munso referred to the criteria for the assessment for CCFC proposals as the Commission is moving into the new budget process. He explained that the criteria basically address the critical issues the proposals should have. Several examples were provided. The criteria were developed with two purposes in mind. One is perspective in the future, whether it is something the Commission is soliciting or whether it is an unsolicited proposal would be evaluated against these criteria. The criteria on the first page have to be met before a proposal can move towards the criteria on the second page. A discussion followed on this issue. Commissioner Hill-Scott suggested scheduling the volume of work, once the calendar has been voted on, over more than one meeting.

Mr. Munso discussed the future calendar. The calendar currently reflects the Commission would do a major funding effort in terms of budget development in September, and it would revisit projects in January/February. Today and in the coming months will be the Commission's May revise process for beginning the next fiscal year as well as looking forward for funding over multiple years. The revenues are a conservative projection of revenues and new data may be coming out shortly of cigarette consumption going down. He suggested that the Commission adopt the calendar as it reflects discussions held last month, the changes envisioned, not losing the ability to fund projects in an emergency, and it also shows the process for the next few months.

Item VII Discussion:

This request was presented for discussion at the March Commission Meeting. During that meeting the Commissioners requested that staff review the calendar of events for Budget Development to ensure the timing was consistent with the desire to assist CCFC partners. Staff has refined the calendar to reflect changes implemented during that review and during the last State Commission Strategic Planning Retreat. These changes are reflected in the Calendar attached to the request.

This proposal requests that the State Commission consider a process for an annualized review of Projects/Programs/Proposals that require funding. The proposal will create a funding process for CCFC Commissioners that is consistent, structured and will further enhance the ability of CCFC management to forecast workload related to the development of concept papers, RFPs, contracts, and Intra-Agency agreements.

The proposed process would also assist CCFC partners by aligning the CCFC funding approval process to match the twice-yearly formulation of the Governor's Budget and clearly defining:

- When proposals can be received and reviewed by CCFC staff
- When proposals will be considered before the Commission
- When proposals will be approved and funded
- When approved proposals will be implemented
- Allow partners to pursue any necessary budgetary changes as part of their routine budget operations

MOTION: Chair Reiner moved, seconded by Commissioner Belshe to approve the revised schedule for the Commission's annual calendar. The motion passed unanimously.

Public Comment

Mickie Ritchie suggested looking at unsolicited proposals in conjunction with the proposals on the list, which might round out the discussion.

MOTION: Commissioner Vismara moved, seconded by Commissioner Belshe to approve the staff recommendation. The motion passed unanimously.

XX Adjournment

There being no further business, upon motion by Chairman Reiner, seconded by Commissioner Vismara, the meeting adjourned at 4:16pm.